

matrix

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SEP - 4 1991

Federal Communications Commission
Office of the Secretary

ORIGINAL

August 30, 1991

Federal Communications Commission
Washington, DC. 20554

Reference RM-7772

Dear Commissioners:

I wish to comment on the Petition for Rule Making RM-7772 filed by the Community Broadcasters Association on June 10, 1991.

Matrix Broadcasting operates LPTV station K15BD in San Luis Obispo, CA. We have been on the air since 1988.

In the three years we have been operating we have found that being referred to as a "Low Power" station has been a detriment. Even in our local area where our signal is as good as the "High Power" stations we are considered inferior. A change to "Community Television Station" would better reflect what our station does. We produce seven different 30 min public affairs shows each week which gives us more "local" airtime than the network affiliate. We have covered local government hearings, parades and sports events as part of our commitment to our community. We are also an affiliate of "the Learning Channel" where we fill a need for community education programs.

When we make calls for ad sales or run promotions we get blank stares when we say our station is K15BD. We are now using "TV15" as our logo, but are still questioned as to what our "real" call is. The ability to use the standard 4 or 6 letter call would help clear the confusion currently generated.

We are now operating at 1000 watts power. Our grade B signal curve now passes thru the middle of a near by city. If we were allowed to increase power we could extend our coverage to include the entire city. Trying to market your station if you only cover half of an area is a real problem.

We would be very pleased to take on the additional responsibilities held by conventional stations now in return for being treated as an equal in Part 73. We have built our station on local community programming and plan to continue 24 hours a day.

Copies of this filing have been sent to Peter Tannenwald, of Arent, Fox, Kintner, Plotkin & Kahn in Washington DC and the Community Broadcasters Assn. in Milwaukee, WI.

Thank you,

A handwritten signature in cursive script that reads 'Hilding Larson'.

Hilding Larson
Owner

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